

## HOTEL Richmond

UNDER NEW OWNERSHIP

Business Men's Luncheon, in Dutch Room, 12-3, \$1.00.

Tray Lunch, in the Cellar, 50c

Table d'Hôte Dinner, 6-8 P. M., \$2.

Dancing on the Roof Every Evening, 8:30 to Midnight.

Meyer Davis' Orchestra.

OFFICERS OF THE CLUB:

President, M. S. Knight

Vice-President, S. T. Leaning

Secretary, Raymond Massey

Treasurer, Ralph Dombrower

Address communications, contributions or suggestions for Truth to W. S. Campbell, Chairman of Publicity Committee.

# TRUTH

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Dallas Holloman

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Address all communications relating to membership and club affairs to Raymond Massey, Secretary, P. O. Box 210.

## Aragon

means Best in Coffee Tea Rice

## HILL'S LETTER SHOP

(Division)

MULTIGRAPHING LIST COMPILING ADDRESSING MAILING

HILL DIRECTORY CO., Inc.

Madison 3375. 823 Mutual Bldg.

## Virginia Engraving Co., Inc.

Photo-Engravers Artists and Designers

8 and 10 North Eleventh St., Phone Randolph 318.

## Buchanan's

Jewelers, Broad at Third.

DIAMONDS SILVERWARE WATCHES

Good for the Eyes

## The S. CALESKI Optical Co.

Main & 8th Sts. 223 E. Broad St. Kodak Headquarters.

better have WHITTET print it.

WHITTET & SHEPPERSON Printers

Eight St., between Main and Franklin Richmond, Va.

## The Safe-Cabinet

"The World's Safest Safe"

Bears the Highest Endorsement of the Underwriters' Laboratories.

Underwriters' Laboratories Inspected Safe Class A No.

Underwriters' Laboratories Inspected Safe Class B No.

THE SAFE-CABINET COMPANY, M. M. Friedman, Agency Manager, 13 North Seventh St. Richmond, Va. Madison 207.

## REMEMBER!!

We Write All Lines of INSURANCE AND SURETY BONDS

Gibson, Moore & Sutton, Inc.

208-9-10 Mutual Building.

Audits, Systems, Investigations and Expert Federal and State Tax Work—all by the same firm.

Pullen, Henderson, McKinney & Co.,

Certified Public Accountants, Richmond, Va. Lynchburg, Va. Raleigh, N. C.

## The Times-Dispatch

has a distinctive service to render Advertisers. Ask the Advertising Department.

Randolph 1

## SAUER'S

PURE FRUIT FLAVORING EXTRACTS

BEST BY EVERY TEST 17 HIGHEST MEDALS

Largest Selling Brand in U. S.

C. F. SAUER CO., RICHMOND, VA.

## FREDERIC SPIGEL

ADVERTISING ART

1012 T. D. Bldg.

TELEPHONE - RAN. 2942

## Mosmiller FLORIST

115 East Main Street.

All the season's flowers are here with all their beauty and fragrance.

Phones, Madison 1117-1118.

## FREEMAN ADVERTISING AGENCY INC.

HOME OFFICE SEVENTH FLOOR MUTUAL BUILDING RICHMOND, VA.

Newspaper, Magazine and General Advertising Planned, Prepared and Profitably Placed.

Recommended by: American Newspaper Publishers' Ass'n. Periodical Publishers' Association. Agricultural Publishers' Association. Southeastern Advertising Agents' Ass'n. Associated Ad Clubs of the World.

## STEREOS and MATS

Ad Club Members can get quickest and best service in our modern plant.

VIRGINIA STATIONERY CO., Mfg. Dept. Ninth and Cary.

For Best Work and Satisfaction Go to

## Southern Auto Repair Company, Inc.

920-922 West Broad Street, Richmond, Va. Madison 9308. Randolph 1960.

## Electrical Work of Every Description

Complete Line of Electrical Appliances.

## MORRIS HUNTER

113 North Eighth Street.

## D. A. PRENTISS

310 West Broad Street.

Grant Oldsmobile Saxon

COLUMBIA STORAGE BATTERIES.

Phone Randolph 409.

## Electric Motors Repaired

QUICK SERVICE

We are equipped to give you prompt and intelligent service on your motors and generators

## Wingfield & Hundley

Richmond, Va.

## Virginia Trust Company

The Safe Executor

RICHMOND, VIRGINIA.

Please Remember This—Our Business Is That of Acting as Executor, Guardian and Trustee.

Established 1892—Twenty-Eight Years Ago—for That Purpose.

Yorkshire

## PRIME RIBS OF BEEF

Au Jus

## Richmond Cafeteria

Eighth and Franklin Streets.

You Can Have Your Old Carpets Dyed and Woven Into New Rugs

at a saving of half the cost of ordinary rugs. By improved method which is owned exclusively by the Olden Rug Company of Chicago, makes beautiful rugs—totally different and far superior to any other rugs woven from old carpets.

You Choose the Colors.

Call and see sample rugs.

RICHMOND AWNING CO., 214 North Ninth Street, Agents for Virginia and N. Carolina.

This Space Reserved for

## COTTRELL SADDLERY CO.

WATCH IT

## Slated for Success

That's said of many a man who never achieves the success predicted.

These are the men who do not possess the ability to keep their heads and practice thrift, in the face of early prosperity.

## The Union Bank of Richmond

1104 East Main Street.

## We Want You on Our Books

We Will Do Anything a Good Bank or Trust Company Can Do for You.

Resources, \$42,000,000.

## First National Bank

The Oldest Bank in Richmond.

Interest in Savings Department Begins the First Day in Each Month.

Why Not Rent a Safe Deposit Box?

## THE REAL ESTATE AGENTS WHO SELL

ALLAN, SAVILLE & SNEAD, Inc.

501-2-3 Va. Ry. & Power Bldg.

Phone RAN. 3320-3327.

Appropriate Any Time.

## Wynne's Ice Cream

MADISON 3510.

FRESH STRAWBERRY.

"No Car Rides or Drives Like the CADILLAC."

JONES Motor Car Co.

The Oldest Agricultural Journal in America.

Circulation, Over 100,000

Established 1840

## The Southern Planter

Semi-Monthly

Offices: 28 North Ninth Street, P. O. Drawer 1236 Richmond, Va.

## NOTICE!

Special sale on Screen Doors for one week. Prices from \$2.75 up, including all fixtures. Come in and compare our prices with others.

## Newton-Woodward Hardware Corp.,

616 East Broad Street.

## SCHER'S SODA SODA EGAR

Cor. Ninth and Broad Streets, Richmond, Va.

## Maccar Trucks

ARE BEST

Is the verdict of many users

## KING-WILSON MOTOR CORPORATION

820 W. Broad St. Mad. 1361.

## The Best Stenographer in the World

So say all users of the Ediphone System. We will gladly install in your office, on your own work, on a result proving basis.

The Ediphone

ONLY BY EDIPHONE FOR SERVICE LETTERS

CARNEGIE OFFICE SUPPLY CO., 726 East Main Street.

Day-Elder

## Worm-Drive Motor Truck

1 to 6-Ton Capacity

Note, first, that DAY-ELDER TRUCKS are built of very finest materials. Money can be saved, and second, they are the most reasonably priced WORM DRIVE trucks on the market. INVESTIGATE!

KLINE KAR SALES COMPANY, 605-613 West Broad Street, Richmond, Va.

## Luncheonette

Cigars, Tobaccos, Candles and Soda Fountain.

Special prices on Cigars by the box.

## Frank Moriconi & Co.

922 East Main Street.

The Firms Who Are Wise

## AD-VISE

"Printing of Distinction"

For Results

## Brown Print Shop

Where Governor Street Meets Franklin, Richmond, Va. Phone Madison 1800.

## Sydnor Pump and Well Co., Inc.

Water Supply Equipment

1310 East Main Street, Richmond, Va.

## Judicious Buying

In this day and time is the surest way to promote

## THRIFT

Rogers-Peel Clothes, all wool, fast colors, save half the custom tailors' fee and last longer.

## Kirk-Parrish Co.

605 East Broad Street.

## Look! Here Is the Program for Sixteen Weeks

It Consists of Eight Advanced Conferences and Eight Lectures on Advertising and Selling, Merchandising and Economics.

The Advertising Club congratulates Dallas Holoman, chairman of the program committee, and the members of his committee on the splendid work they have done in arranging the conferences and lectures which are presently to be outlined. That a great deal of thought, time and energy has been expended on this program is evident from its thoroughness in every respect.

The first of the lectures by Mr. H. H. Seay, associate professor of economics at the University of Richmond, will be given next Friday, August 6. This talk will have for its general subject "The Nature and Scope of Economics," and will be largely explanatory of the talks that are to follow on alternate Fridays through and inclusive of November 26. Do not fail to attend the proper importance to this first lecture, because a comprehensive understanding of the talks that are to follow will be based on the proper understanding of the first lecture. On August 20 Mr. Seay will have for his subject "The Evolution of Economic Society." On September 3 the subject will be "The Economics of Production," on September 17 the subject will be "The Meaning and Significance of Value." On October 1 the subject will be "The Economic Forces Which Determine Market Prices." October 23 will be devoted to "Retail Merchandising." November 12 to "Salesmanship," and November 26 to "Some Popular Economic Fallacies."

This, in very abbreviated form, covers the eight lectures on "The Economics of Merchandising" by Mr. Seay. Mr. Seay is a man of wide practical experience in the field of business, and what he will have to say is based largely on this experience.

### Mary Demanded a Reason

MARY needed new shoes, so she was watching the newspaper advertisements for an announcement of something that would suit taste and pocketbook.

One rather prominent ad attracted her attention, but not her taste. It offered shoes of the style she wished and at prices lower than she'd hoped for, but she didn't believe the claim, "worth \$8.00 to \$12.50 a pair, now \$4.95."

The ad gave no reason for such a reduction; Mary knows that ordinarily one dealer can buy as cheaply as another, so she couldn't believe the claim was true. She bought elsewhere.

Women can help the Better Business Bureau in the campaign to promote integrity and create confidence in advertising and selling. How? Do not expect something for nothing. Do not believe claims that are too good to be true. Report to us at once your experiences with misleading advertising or selling.

### Better Business Bureau

A Voice for the Consumer.

Represented in 26 Leading American Cities, 218 North Second St. Madison 321.

### We Meet Today At The BUSINESS MEN'S CLUB.

Miss Virginia Roberts, president of the Woman's Advertising Club, will speak on "Salesmanship."

Miss Eudora Ramsey Richardson, of the War Loan Organization, will speak on "The Sales Letter."

These ladies have mastered their subjects, and what they have to say will be well worth hearing.

Visiting advertising men are invited to meet with us.

12:55 Sharp.

the American Art Company, will speak in favor of specific media.

The conference for November 5, at which time "The Advertising Copy—Is It Most Effective When Dominating or Restrained—Reason Why or Suggestive—Institutional or Specific—Large Spaced and Infrequent or Small Spaced and Frequent?" promises to be one of the most interesting of the whole series. Mr. E. E. Hickerson, vice-president of the Freeman Advertising Agency, will present one side of the question, while Mr. S. T. Leaning, secretary of the Better Business Bureau, will present the other.

The last of the eight advanced conferences will be on November 19, when "The Form and Style of Advertising—Are They Most Effective in Black and White or in Color; When Typographically Aggressive or Attractive; When Illustrated or All Type; When Expensive or Economical to Produce?" R. McLean Whittet, of Whittet & Shepperson, will present one side of the question, while Frederic Spigel, of the Spigel Studios, will present the other.

### An Ambitious Undertaking.

This is certainly the most ambitious program ever attempted by an Advertising Club or similar organization in this section of the country. It should and will command the enthusiasm and interest of every member of the Richmond Advertising Club, and others who are interested in the larger phases of advertising and selling.

### Live, Laugh and Love.

Queer, isn't it, that in a world made by the Giver of all good, and held in the hollow of His hand—beautiful and bountiful, filled with opportunity and affording every hope and every happiness—so many people persist in preaching the gospel of don't, doubt and damn?

I have pity for the man or woman whose heart no longer responds to the sweet sympathy of human sentiment, whose capacity for enjoyment has atrophied as a result of failure, or fanaticism, whose confidence in humanity was long since lost if any he ever had, and whose every thought and act originates in that dread trinity of don't, doubt and damn.

How much better to live, laugh and love, than to don't doubt and damn.

### On September 24 the subject of the conference will be, "Should the Retail Price of a Branded Article Be Maintained by the Manufacturer, or Determined at Will by the Retailer?" Mr. J. J. Barreto, president of the Cecil Barreto & Cecil Advertising Agency, will present the argument in favor of the manufacturers, and Mr. W. A. Clark, Jr., secretary of the Retail Merchants' Association, will present the argument in favor of the retailers. "Can a Generally Consumed Product, With Established National Distribution, Be Advertised Most Effectively Through Magazines or Newspapers?" will be the discussion for October 8, and the magazine viewpoint will be presented by Mr. B. Morgan Sheppard, publisher of the Southern Planter, and the newspaper side will be presented by Mr. M. S. Knight, advertising manager of The Times-Dispatch. "What Part of the Advertising Appropriation Should Be Devoted to General Publicity Such as Outdoor Display and Street Car Cards, and What Part to Specific Media, Such as Direct-by-Mail, Novelties, Class Publications?" will be the subject of the conference on October 22. Mr. W. W. Workman, president of the Burton System, will present the claim of general media, and Mr. Jefferson Wallace, of